

March of Dimes Foundation

Dallas Division

Texas Chapter

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Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: KMKV, MOVIN 107.5

May 29, 2008

Dear Chairman Martin,

Being a non-profit organization, March of Dimes has a strict policy – we will not spend money on advertising – we rely solely on the generosity of our media partners to publicize our events and to educate the general public on our mission. KMKV, MOVIN 107.5 has been instrumental in doing just that.

KMKV, MOVIN 107.5 has been a media sponsor for our signature fundraiser, March for Babies the past two years. Not only do they air our PSAs but they continually go above and beyond by doing the following:

- Sending promotional crews to March for Babies: these promotional crews add a level of “hoopla” and credibility to the event. Our participants expect to see our media partners at March for Babies.
- Posting the March of Dimes logo, along with a link to our fundraising page on KMKV, MOVIN 107.5’s website (www.movin1075fm.com) for a period of four weeks.

Over the past two years alone KMKV, MOVIN 107.5 has provided over \$34,000 worth of publicity to March of Dimes March for Babies.

We are extremely grateful to KMKV, MOVIN 107.5 for their dedication to the community and to our organization. We rely on them to help make all our events successful. We thank them for their service to March of Dimes and to the community at large.

Sincerely,



Johanna Buck
Communications Coordinator
March of Dimes, Texas Chapter